



**UFUND**

**START U READING Youth Literacy Series**

**2017 Program Recap**

# ABOUT THE UFUND START U READING SERIES

---

## **WHO WE ARE:**

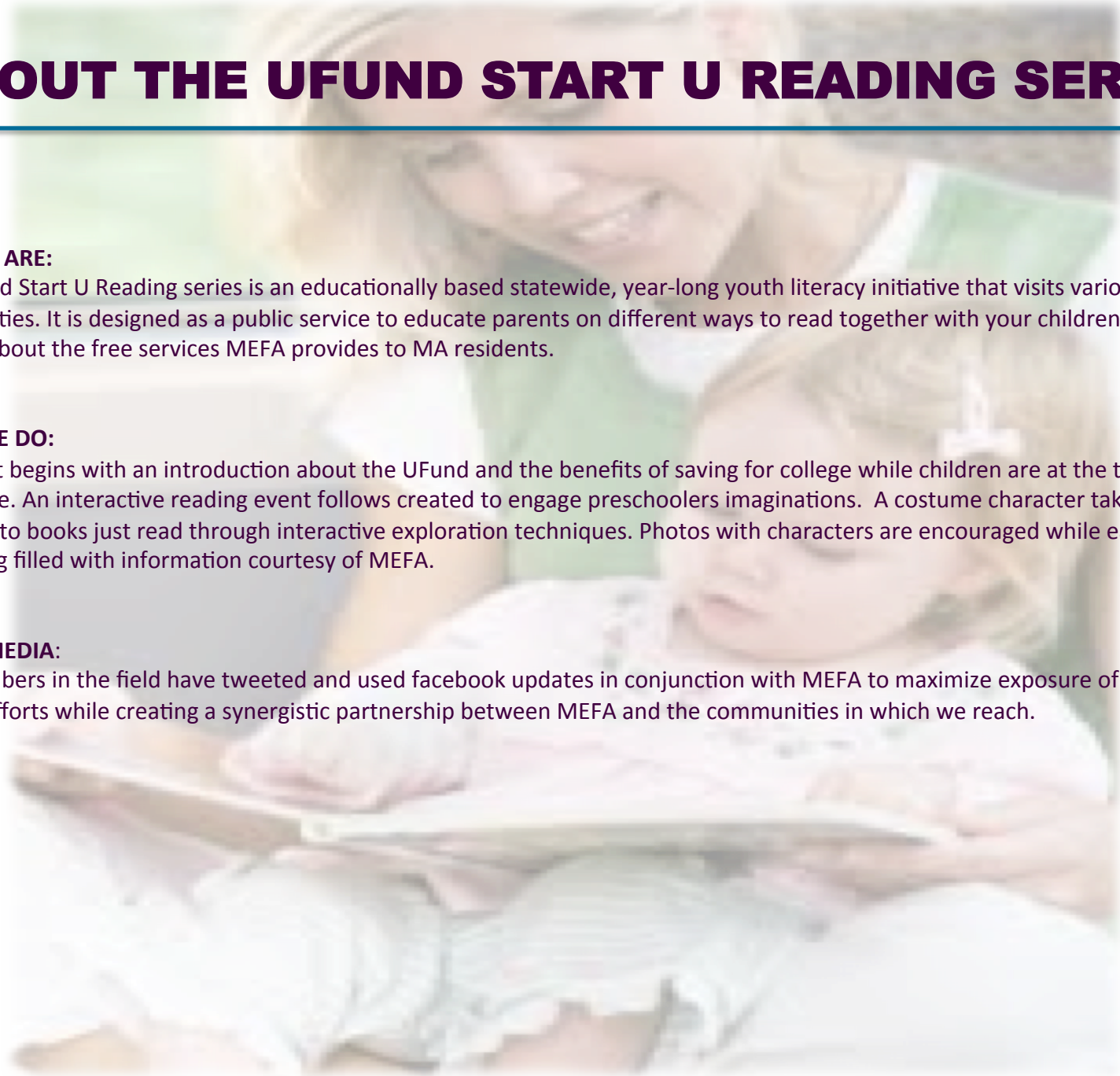
The UFund Start U Reading series is an educationally based statewide, year-long youth literacy initiative that visits various demographic communities. It is designed as a public service to educate parents on different ways to read together with your children while informing parents about the free services MEFA provides to MA residents.

## **WHAT WE DO:**

The event begins with an introduction about the UFund and the benefits of saving for college while children are at the toddler and pre school age. An interactive reading event follows created to engage preschoolers imaginations. A costume character takes families deeper into books just read through interactive exploration techniques. Photos with characters are encouraged while each family leaves with a bag filled with information courtesy of MEFA.

## **SOCIAL MEDIA:**

SUR members in the field have tweeted and used facebook updates in conjunction with MEFA to maximize exposure of MEFA's college savings efforts while creating a synergistic partnership between MEFA and the communities in which we reach.



# SOCIAL MEDIA COVERAGE – MEFA in the COMMUNITIES



A large emphasis was put on social media this year. After each event MEFA would receive an update with event recap and photos to post on MEFA's Facebook and Twitter feeds. MEFA's social media team was a huge asset in achieving the success of promoting the event both before and after to its followers!

Libraries "liked" MEFA on Facebook and "followed" MEFA on Twitter to form an ongoing, synergistic partnership between MEFA and the communities.



**MEFA (Massachusetts Educational Financing Authority)**

22 hrs · 🌐

We have 3 Start U. Reading events at libraries in Charlton, Northborough, and Holbrook this week for parents and preschoolers. Join us to meet a literary character and learn about college savings <http://bit.ly/2a5mzSH>



👍 You and 59 others

2 Shares

👍 Like

💬 Comment

➦ Share

# PRE-EVENT COVERAGE

---

Press releases were sent to local community newspapers and online media networks. Libraries would post information about the event on their websites and social media outlets with links to MEFA pre and post event.



## **Reading with Miss Marilyn's Spaniels** June 27-August 22 Mondays 3:00-5:00pm

*Ms. Marilyn Thayer and her credentialed family therapy dogs invite children to practice and improve their reading skills. Her spaniels love having children read to them and are very loving and accepting of all individuals. Please stop by the library or call 508-946-2470 to register.*

## **Twilight Tuesdays (Family Nights)**

**June 21, July 5 & 19, August 2 & 9** Tuesdays 6:30 pm

*Join Children's Librarian Miss Amanda for fun nights with the whole family.*

**This program is free, no advanced sign up required.**



## **Visit with Elmo** Wednesday, June 22 @ 10:30 am First come, first serve

*The MEFA U.Fund Start U. Reading Series brings Elmo to the Library. Children are invited to participate in an engaging story time and related activities with their favorite literary character. Parents are encouraged to bring their cameras for photos of their children with Elmo. This program is free, no advanced sign up required.*

## **Antelope Dance** Thursday, June 23 @ 10:30 am Infant/Toddler/Preschool

*Liz Buchanan plays lots of fun songs you'll already know, along with lively original songs, many written with help from kids! Liz loves writing songs based on books kids love, whether it's a favorite story such as the Three Billy Goats Gruff, or topics from science and nature. Audience members will be stomping, dancing and singing along. This program is free, no advanced sign up required.*



# COMMUNITY PARTNERSHIPS

---

Libraries were instrumental in posting  
The event to several different  
community event sites.

The logo for Eventful, featuring the word "eventful" in a sans-serif font. "event" is in blue and "ful" is in green.

Your  
Hometown  
News Source  
Since 1974.

The logo for Community Advocate, featuring the text "Community Advocate" in a stylized, teal, serif font with a drop shadow effect.The logo for Patch, featuring the word "Patch" in a bold, green, sans-serif font. A small green grass tuft is positioned at the bottom right of the letter "h".The logo for Macaroni Kid, featuring the words "Macaroni" and "Kid" in a grey, sans-serif font. Between the two words are four stylized flower icons in purple, pink, and light blue. A registered trademark symbol (®) is located to the right of "Kid".The logo for evensi, featuring a red circular icon with a white location pin shape inside. Below the icon, the word "evensi" is written in a red, italicized, sans-serif font, with the tagline "events for me" in a smaller, red, sans-serif font underneath.The logo for EventDaddy.net, featuring a stylized black and white face icon with red sunglasses. To the right of the icon, the text "EventDaddy" is written in a red, sans-serif font, and ".net" is written in a smaller, grey, sans-serif font above the "y".

# EVENT PHOTOS

Children love seeing their favorite literary character come to life!

They are able to enter into a whole new world and expand their imaginations.



# EVENT PHOTOS

---



# EVENT PHOTOS

---

- Lines form out the door as families wait for a chance to make literacy come to life -







## 2017 THOUGHTS Brainstorming

---

### **Blogging:**

Sherri will begin blogging on MEFA's site about book suggestions for newborns - grade 8. This will be broken down by age and blogs will be posted every two months. Parents are welcome to make suggestions on their favorite books as well.

### **[www.yourplanforthefuture.org](http://www.yourplanforthefuture.org):**

We would like to encourage people to register on [yourplanforthefuture.org](http://yourplanforthefuture.org) to receive updates on age appropriate information for their babies, toddlers and preschoolers (courtesy of MEFA). We will contact local area attractions (museums, etc.) to see whether they would like to partner and provide a free children's admission pass when people register.

### **2017 Summer Reading theme:**

"Build a Better World" – we will try to come up with a character/theme to fit

For more information, please contact;  
Sherri Galego ■ 617-680-5496 ■ [sherrigalego@comcast.net](mailto:sherrigalego@comcast.net)  
Co-Marketing Plus, Inc. / Linked into Literacy